



Minutes

Pagosa Springs Town Tourism Committee

Tuesday, June 9th, 2015

Pagosa Springs Visitor Center

4 pm

Meeting called by: Chirag Patel

Attendees: Voting Members; Chirag Patel, Larry Fisher, Stephen Durham, Nick Tallent, Steve McKain, Matt Sprowls, Steve Wadley

Non Voting Attendees; Jennifer Green

Absences: Criselda Montoya, Jon Johnson, Bob Kudelski

Please review: May Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes – May
 - a. Steve Wadley motioned to approve May minutes, Stephen Durham seconded, all approved
4. Chair Report – Chirag K. Patel
 - a. Honoring Bob Hand's Service to Community
 - i. Jennie provided background of discussion and desire to recognize Mr. Hand's service to the community
 - ii. Group discussed options
 1. Plaque was mentioned to hang in visitor center with a ceremony placing the plaque; group asked if Mr. Hand's family would agree with the recognition

- iii. Steve Wadley motioned to recommend to Town Council a plaque in Mr. Hand's honor be created, assuming the family approved of the honor, Steve McCain seconded, all approved

5. TTC Director Report – Jennie Green

- a. IPW Update – Jennie provided overview of IPW (formally International Pow Wow); over 6,500 attendees, great show overall; Pagosa was in CTO's booth with lots of meetings with international tour operators, introduction of Pagosa to key CTO international reps
- b. Lure Piece – piece completed, with 15,800 mailed so far; cost to print was \$0.28 each, cost to mail first class \$0.73; planner is being well received, printed only 35,000 for initial round in order to make corrections / adjustments for 2nd printing. A box of 200 is mailed for \$18, a significant savings over boxes of 40–50 of Sun's guide
- c. videographer – help from Mother Nature would be appreciated; Miles videographer scheduled to shoot in Pagosa June 15th / 16th. Jennie reviewing all footage to determine gaps to best utilize time to capture needed footage
- d. Outside Magazine – Steve McCain asked about Outside Magazine contest; Jennie provided overview of great publicity and also explained that Pagosa is being included in an upcoming article on the Best Town's in America (Jennie has been working with writer for last week to answer questions, arrange interviews with locals, etc)

6. Treasurers Report – Stephen Durham

- a. Monthly Town Lodging Receipts report – Update
 - i. Report is incomplete, with payments still outstanding for all 4 of the months in 2015; April will be slightly down or flat over 2014; group discussed vacation rentals, as they are growing in popularity and Pagosa has a large number available, given the size of the town
 - ii. Jennie explained lodging tax compliance effort will begin once Town / County combined board complete; Town Council will consider second reading of ordinance changing bylaws during their June 15th meeting
 - iii. Group discussed lodging tax compliance effort and planned ongoing efforts
- b. Current finances

7. Subcommittee Reports

- a. Budget – Update provided by Jennie Green
 - i. Bills being processed; no issues
- b. Fulfillment

- i. no additional update
- c. Marketing – Chirag Patel
 - i. CTO co-op
 - 1. Jennie provided overview of recent social media campaign with Colorado Tourism Office – \$1 for \$1 match; Pagosa invested \$2,500
 - a. Campaign featured a video – “5 Ways to Explore Pagosa Springs”
 - b. Extremely successful campaign – video had over 400,000 views, with lots of positive engagement – comments, likes and shares
- d. Events & Events Infrastructure – Larry Fisher
 - i. Field Trip – trip planned for this week canceled due to work conflicts; group discussed dates in late June and mid July
 - ii. Jennie to send out doodle to locate best dates for group interested in going
- e. Special Projects
 - i. subcommittee discontinued
- f. Wayfinding and Signage – Steve McKain / Jon Johnson
 - i. Update on 2015–2016 projects
 - ii. Group reviewed and discussed banner designs for Hot Springs Blvd Bridge banners, designs had been emailed with monthly packet
 - 1. Group liked the Pagosa Springs logo tilted, with the same design on both banners, front and back; group asked if “Springs” could be larger
 - a. Group determined colors could be determined by subcommittee
 - 2. Nick Tallent motioned to recommend the 2nd option, with the titled logo, Matt Sprowls seconded, all approved
- g. Visitor Center subcommittee
 - i. Update
 - 1. Jennie provided an update on new brochures – additional hiking / driving, new fishing and heritage will arrive next week; new camping brochure is being well received
 - 2. New biking brochure will be next in development

- h. Tax Compliance

- i. Update provided during tax discussion

- 8. Old Business

- a. None

- 9. New Business

- a. TABB (Tracks Across Borders Byway) Update – Muriel Eason

- i. Muriel Eason provided an overview of recent progress:

- 1. New byway approved by both CO and NM
 - 2. Steve Kaverman handed off project to new Commission
 - 3. Signage plan underway – scenic byway signs ordered;
 - 4. Road conditions discussed; Muriel indicated Indian Affairs has budget for road improvements between Juanita and NM
 - 5. Documented GPS coordinates and rough map available
 - 6. Muriel mentioned that there were questions on marketing given no budget associated with byway designation
 - 7. Commission has started community engagement, looking for railroad and history buffs to provide information; need to develop economic baseline to track success
 - 8. Group will have subcommittees – looking for assistance from TTC for marketing subcommittee and potentially funding request for 2016
 - a. Jennie to email 2015 infrastructure funding request to Muriel for an overview

- b. Public Comment

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- c. TTC Board Ideas and Comments

- i. Nick Tallent mentioned that the Chamber will not have live music for 4th of July
 - 1. Jennie explained the Chamber had not had live music prior to fireworks in multiple years
 - 2. Matt Sprowls indicated most every restaurant / bar would have live music that night
- ii. Matt Sprowls asked about assistance for rail jam efforts during WinterFest; group explained Skaters Coalition for Concrete had been behind it recently, Matt planned to speak with them
- iii. Jennie reminded group that we were having Volunteer Appreciation BBQ on Reservoir Hill on Saturday, June 13th from 3pm – 6pm and hosting the CADMO meetings on June 18th & 19th at the Springs Resort; Board is invited to attend BBQ and networking event on the 18th.

10. Adjournment

- a. Steve Wadley motioned to adjourn at 5:10pm, Stephen Durham seconded, all approved